

TRADE  
DEVELOPMENT  
ALLIANCE  
of  
GREATER  
SEATTLE

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## Bringing the World to Greater Seattle

### *Ensuring the Region is a Good Host*

*The Trade Alliance is celebrating its tenth anniversary. In each Crossroads this year, we have explored another facet of the Trade Alliance. In the last issue of the year, we look at the Trade Alliance's efforts to ensure Greater Seattle is a good international host.*

*See article on our 10th Anniversary Dinner, pg. 9*

*Mexico in the 21st Century.* This was one of the first programs the Trade Alliance assisted with in 1991 at the inception of the organization. As has often been the case in the ten years of Trade Alliance activities, the program was a partnership. The Trade Alliance worked with Security Pacific Bank to organize a program on Mexico's economy and its future prospects with speakers from the Mexican Embassy in Washington, D.C. and the Banco Nacional de Comercio Exterior.

Much has changed in the last 10 years, including the fact that Washington state exports to Mexico have increased 403 percent since 1991. But one thing that hasn't changed is that the Trade Alliance continues to bring the world to Greater Seattle,

## Good Morning, Mr. President

### *Trade Alliance Mission to Germany/Central Europe*

Want to meet the president of Poland? Just participate in one of the Trade Alliance's trade and business missions and it's no problem. At least it wasn't for **Stephen Spoonamore**, CEO of Creative Production Resources, and a delegate on the Trade Alliance's recent trade and business mission to Germany and Central Europe. In Warsaw, Spoonamore was on a special tour set up by the Trade Alliance when his guide said she wanted to introduce him to someone. Turns out he was introduced to the President of Poland, **Aleksander Ksawniowski**. Now that's access.

Well, we don't promise such access on every trip but invariably a Trade Alliance mission provides relationship building opportunities, a better understanding of a market and, yes, access to top business and government leaders in a market.

Because international trade is such an important part of the region's economy, promoting Greater Seattle in international markets is more crucial than ever after the terrorist attacks and in the current

*Continued on page 2*

*Continued on page 4*

working with the multitude of international organizations in the Greater Seattle area to organize a wide variety of programs and work with a stunning array of inbound delegations. This is all part of the Trade Alliance's efforts to ensure Greater Seattle is a good host to international visitors and cultures and a comfortable place to conduct international business.

Many companies, especially smaller ones, do not have the resources to go on overseas trade and business missions. But by recruiting and working with delegations from important markets around the world, small businesses can essentially travel on trade missions right here in Seattle, minus the expense and jet lag.

Over the last decade, the Trade Alliance has worked with delegations from every corner of the

Inbound missions to the Greater Seattle area take a variety of shapes. Sometimes a government official such as a trade minister will come to the region. The Trade Alliance--often in partnership with another organization--will organize a program allowing the minister to present his or her country or region to the Greater Seattle business community. Examples of these types of programs abound, from the Ambassador of India speaking to a capacity crowd in 1996 to the Trade Minister of Singapore featured at a luncheon in 1997.

Other times a group of businesses come to the region looking to build relationships with our business community. The Trade Alliance, again often in partnership, provides venues for this to happen. In 1999, a 100-person business delegation from Jiangsu



**2000**

Trade and Business  
Mission to China

International Study  
Mission to Berlin/  
Brandenberg

## Ten Years of the Trade Alliance

**2001**

Host 100-member  
business delegation  
from Jiangsu Province

Trade & Business  
Mission to Taiwan &  
South Korea

Agreement with  
World Bank  
Haiphong, Vietnam  
City Partnership  
Trade Agreement  
Secret

globe. We have hosted software delegations from Belgium, coffee growers from Malawi, telecommunications suppliers from Malaysia, forestry executives from Argentina--name a region of the world and we have worked with them in one capacity or another.

The number and variety of delegations that have come to Greater Seattle reflects both the breadth and depth of this region's global interest as well as the interest around the world in Greater Seattle. Ten years ago people might not have known where Greater Seattle was, or if they knew, they only associated it with Boeing. Now, the region and its assets are recognized worldwide. From Microsoft to Starbucks, Ichiro to Weyerhaeuser, Greater Seattle is a worldwide presence.

Province, China came to Greater Seattle. With the Washington State China Relations Council, the Trade Alliance organized a day-long forum for Greater Seattle businesses to obtain face time with their counterparts from China.

Making Greater Seattle an international destination does not just mean working with inbound delegations. It also means creating a community in which all international visitors--be they business delegates, tourists, students or executives--can feel comfortable. In the first year of the Trade Alliance, the organization commissioned a study on how good a location and host Greater Seattle is to international visitors. The report, written by **Stuart Elway**, found what visitors liked and did not like about the region,

*Continued on page 3*

## 10th Anniversary, continued from page 2

and how we could improve upon our hosting abilities. Elway surveyed consulates and others who regularly work with international visitors.

Over the years, the Trade Alliance has taken a number of steps to fulfill the study's suggestions, including launching a Business Trip Guide on our web site and maintaining an International Press Center (IPC). In 1994, the Trade Alliance was designated an IPC by the U.S. government, the second privately funded and managed press center in the United States. The U.S. State Department has federally funded and managed press centers in Washington, D.C., New York and Los Angeles. IPC Seattle assists international journalists covering the Greater Seattle area. This includes helping set up interviews, making contacts, providing background information

and access to phone, fax and copier--whatever they need to go get their work done.

With journalists and with delegations of all types, the Trade Alliance provides them the opportunity to learn about and see all the many assets of Greater Seattle, including the high tech corridor in Snohomish County, the distribution valley of south King County, business throughout the region, as well as the more often seen sites of Boeing, Microsoft and downtown Seattle. International travelers have a helping hand to discover the many assets of the region. The Trade Alliance in many ways brings Greater Seattle to the world and the world to Greater Seattle. We look forward to someday hosting a program entitled, *Mexico in the 22nd Century*.

## Trade Alliance--Some Highlights

ment with  
Bank and  
Vietnam on  
ership with  
Alliance as  
etariat

International Study  
Mission to Stockholm

Trade and Business  
Mission to Germany  
& Central Europe



Re-launch web site with new  
look and new address:  
[www.seattletradealliance.com](http://www.seattletradealliance.com)

### Big Events Under the Big Tent

*The Trade Alliance has been part of the organization of many large international events taking place in the region, often working on the media logistics of these events. Here's just a few:*

- First North American Free Trade Agreement (NAFTA) Talks (1992)
- Asia Pacific Economic Cooperation (APEC) Leadership Meeting (1993)
- Visit of Former Russian President Boris Yeltsin (1994)
- Quadrilateral Trade Ministerial Meetings (1996)
- World Trade Organization (WTO) Ministerial (1999)
- Asia Pacific Cities Summit (2001)

economic slowdown. Long planned, the trade and business mission traveled to Warsaw, Prague and Munich from October 5 -17. The trip started out on a high point in Warsaw when the delegation met with **Tomasz Bochenek**, the general director for Microsoft Poland. The previous morning the delegation read an interview with Bochenek in the *Warsaw Business Journal*, which is delivered each week to the hotel where the delegation stayed. Bochenek told the delegation there are great opportunities in this emerging market, especially in the information technology sector. Although overall economic growth has slowed in Poland in the last year, growth in the information technology sector is still close to 20 percent, Bochenek said.

In fact, Microsoft had \$100 million in sales in Poland in the last year and expects the IT sector to continue to grow at perhaps a 30 percent rate. Microsoft plays a large role in a number of ways in Poland's IT sector. The company recently sent out 40,000 videos to small and medium sized businesses on the intellectual property rights issue. Also, Microsoft has assisted in the distribution of 25,000 new computers to schools in Poland. Since Poland's Lot Airlines is a big buyer of Boeing

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**Throughout the trip, U.S., Polish, German and Czech officials continuously complimented the delegates' courage for going forward with the trade and business mission in light of the terrorist attacks of September 11 and subsequent counterattacks by the United States and its allies.**

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airplanes, Greater Seattle has a major presence in this market.

Another sign of the high level nature of the Trade Alliance trips also occurred in Warsaw. U.S. Embassy officials were astonished that two ministers

from the newly formed government were in attendance at a dinner for the delegation hosted by Microsoft. The ministers briefed the delegation on where the Democratic Left Alliance government is headed and noted there are four big challenges to the country right now: 1) a slowing economy; 2) rising unemployment; 3) a budget deficit; and 4) the need to continue to push privatization. At the dinner, **Shan Mullin**, partner at Perkins Coie, Chair of the Trade Alliance and chair of the Hutch, made a toast to **Lee Hartwell's** newly announced winning of the Nobel Prize. Delegates and the ministers enthusiastically joined him. Hartwell's award was big news overseas, with articles in the European press.

Throughout the trip, U.S., Polish, German and Czech officials continuously complemented the delegates' courage for going forward with the trade and business mission in light of the terrorist attacks of September 11 and subsequent counterattacks by the United States and its allies. They were told most other trade missions had cancelled which made this mission stand out even more. In fact, at a reception at the U.S. Ambassador's residence in Warsaw, so many people wanted to attend that the Embassy had to turn some people away.

**Markek Gdiszewski**, president of Warsaw's Business Center Club, led the delegation in a fascinating discussion about Poland's economic transition since 1989 during a luncheon with the Business Center Club. Poland's transition was one of the most successful of the former communist countries. Throughout a good portion of the 1990s, Poland experienced strong growth of about seven percent per year. At the same time, Poland successfully integrated into the larger European economy. The bad news is this left the country vulnerable to an economic slowdown in Europe, which is what has happened in the last year. The European Union accounts for 70 percent of Poland's total exports and 61.5 percent of its overall imports. With Germany and the E.U.'s slow growth, it is easy to understand why Poland's GDP grew only 1 percent in the second quarter of this year. However, as was noted in briefings and networking events

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*Continued on page 5*

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## *Mission, continued from page 4*

at the U.S. Embassy and the Polish Chamber of Commerce, the structural reforms in Poland and the good long-term prospects for the E.U., make Poland a market on the rise.

The next stop on the trip was Prague. There, Metropolitan King County Councilmember **Dwight Pelz** acted as delegation host for the briefing by the U.S. Embassy and Commercial Service at the mission's first meeting in Prague. The Mayor of Prague **Jan Kasl** later welcomed the delegation to the stunning city hall residence, and discussed the economic strategy of the city. The delegation learned that 67 percent of the Czech Republic's GDP is based on exports, much of which is to the EU. One Czech official said a smart way for a U.S. company to get their business into the EU and avoid the



**Chair of the Trade Alliance Shan Mullin (left) & Snohomish County Executive Bob Drewel (2nd from right with the general director of Microsoft Poland Tomasz Bochenek (far right) and two incoming ministers for Poland's new government.**

accompanying bureaucracy, is to develop a partnership with a Czech Republic company now. When the Czech Republic enters the EU in a few years, the U.S. company would then be doing business in the EU. To paraphrase a Greater Seattle travel author's phrase, it's the E.U. through the backdoor technique. Two Greater Seattle stalwarts—Boeing and Microsoft—already have significant activity in the Czech Republic.

A luncheon at Charles University in a hall constructed in the 14th century afforded the delegation a

look at the true roots of this historic city while building university relations.

The delegation traveled to the heart of high tech Europe when they arrived in Munich for the last stop on the trade and business mission. Our two regions could not be better matched. The presentation to the delegation on Bavaria by the Deputy Mayor of Munich could just as easily have been about Greater Seattle. He talked about the region's great IT sector, its growing biotechnology industry, the aerospace sector and the great higher educational institutions, as well as a high quality of life. Bavaria was ranked by one study as the high tech center of Europe and one of the four great high tech centers of the world.

Greater Seattle high tech companies have taken notice. Microsoft has its German headquarters there and both Amazon.com and Attachmate have facilities in the Munich area. Germany is one of Washington state's most important trading partners and Bavaria is a big investor and trader with the United States. Bavaria has about \$12 billion worth of investment in the United States and \$13 billion worth of two-way trade.

While in Bavaria, Trade Alliance staff set up an appointment for **Don Carter** of JACO Construction, who was on the trip representing a small environmental company in Snohomish County. Mr. Carter was put in touch with the Minister of the Environment and was assisted in setting up appointments with utilities in Bavaria.

Bavaria has set up a trade investment organization called "gotoBavaria" in Palo Alto, California to focus on the west coast of the United States. This organization is a good resource for Washington state high technology companies looking to do business in Bavaria. Because of Greater Seattle's high tech economy, Bavaria is looking closely at our region; we should definitely look towards them as well.

In London, they say mind the gap. The Trade Alliance mission filled a gap as the delegation was one of only two that followed through with their trips to these regions following the attacks of September 11. Greater Seattle and the delegates built relationships and a long-lasting presence during this trade and business mission.

## New members of the Trade Alliance

### African Chamber of Commerce of the PNW

Chamber supporting Greater Seattle's African community and promoting business exchange between our region and Africa.

### Beagle Technologies, Inc.

Technology consulting services, emphasis on software development & system performance tuning.

### Custom Components Group, Inc.

Custom design of new or existing components for industries, such as fasteners, metal stamping products and plastic parts.

### Green River Community College

Community college south of Seattle offering extensive specialty programs in international education.

### Kubo Design

A design consultancy specializing in brand strategy and marketing communications.

### Miller Nash LLP

One of the Pacific Northwest's largest and most respected multi-service law firms.

### Nike Corporation

Producers of world-renowned athletic sportswear and equipment.

### RWTL Enterprises

Advocating better U.S. understanding of global economic and cultural trends through written materials and speaking engagements.

### Starbucks Coffee Company

Seattle-based coffee retailer with operations and shops located around the world.

*For more information, or to establish your company's membership, contact Jenny Steen, (206) 389-7289, [jennys@seattlechamber.com](mailto:jennys@seattlechamber.com)*

## MEMBER

The Trade Alliance welcomes you to join our membership. Nearly 100 members. For an annual fee of

- \* be included in our data bank according to your specific geographic and business interests.
- \* be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program.
- \* receive reduced rates for Trade Alliance programs and marketing materials.



Welcome to our new

Miller Nash  
Starbucks Coffee Company  
Wildlife Sportsfishing

Thank you to our current

APCO Worldwide, Inc.  
ATL Ultrasound  
Bank of America  
Bargreen Coffee Company  
The Boeing Company  
The Commerce Bank  
Davis Wright Tremaine L.L.P.  
Denny Miller McBee Associates, Inc.  
Duan & Duan  
Fluke Capital Management, LP  
Fred Hutchinson Cancer Research Center  
Hexcel/Heath Tecna Aerospace Co.  
Kobe Trade Information Office  
Lane Powell Spears Lubersky LLP  
Liebman-Mimbu, PLLC

## MEMBERSHIP

Companies and organizations

by 200 firms are currently

\$150 your company will:

\* be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site.

\* be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;

\* receive our quarterly newsletter and other regular mailings.

\* receive free and automatic linkage from our Internet site to yours.

patron members!

**Nash LLP**  
**Coffee Company**  
**Sportfishing of Costa Rica**

current patron members!

**Microsoft Corporation**  
**Microvision, Inc.**  
**Miller Nash LLP**  
**Perkins Coie**  
**Port of Tacoma**  
**Providence Health System**  
**Sheraton Seattle Hotel & Towers**  
**Starbucks Coffee Company**  
**Tegic Communications**  
**US Bank**  
**Walter Group**  
**Washington First International Bank**  
**Wells Fargo HSBC Trade Bank**  
**Westin Hotel**  
**Wildlife Sportfishing of Costa Rica**

### New members of Trade Alliance, cont.

#### **Trade Management Services, Inc. (TMS)**

Consulting & advice on complex legislative & administrative issues facing global companies.

#### **World Trade Center Tacoma**

Supports promotion of business & trade between Greater Tacoma and the world.

**The Trade Alliance thanks the following who have renewed their memberships since July**

#### **5+ Years with the Trade Alliance**

ABN AMRO Bank NV  
American Cultural Exchange  
Berger/Abam Engineers  
Lane Powell Spears Lubersky LLP  
Madison - A Renaissance Hotel  
Microsoft Corporation  
Nitze-Stagen & Co, Inc  
Pryde Corporation  
Seattle-Chongqing Sister City Association  
Seattle Community College District VI  
Seattle Steam Company  
Sheraton Seattle Hotel & Towers  
Simburg, Ketter, Sheppard & Purdy  
Sound International  
Taipei Economic & Cultural Office  
Thompson Merchandising & Supply  
Totem Ocean Trailer Express, Inc.  
Tower Group International  
Washington First International Bank

#### **1 - 4 Years with the Trade Alliance**

Central Washington University  
Frank Russell Company  
NBBJ  
Swedish Health Services, Intl. Patient Services  
UW, Department of Global Trade,  
Transportation & Logistics  
Washington State University, IMPACT Center  
Westin Hotel  
Wildlife Pacific Sportsfishing of Costa Rica

## Greater Seattle International News

### Time Magazine Cites Seattle Central Community College

*Time* magazine recently named Seattle Central Community College one of four “Colleges of the Year” in their annual college issue. Seattle Central was the only two-year college to be included in the issue. The college was chosen for this recognition as a result of its unique tradition of multiculturalism and high quality instruction. *Time* cited the diversity in staff, students and faculty. It also recognized the college’s pioneering work with learning communities, coordinated studies programs, several professional technical programs, and other college departments that support the experience of first-year students. Greater Seattle is fortunate to be home to a multitude of higher educational institutions, including a strong community college system.

### International Micro-Lender Bases Center in Seattle

The *Grameen Bank*, which pioneered microenterprise lending, is setting up its first U.S. technology center in Seattle. The new center is a project of Grameen Foundation USA, the American charitable part of the Grameen Bank. This new initiative is meant to build on the promising work of the Grameen Bank, the Grameen Family of Companies, Grameen Bank “replication programs” that now operate in more than 40 countries, and Grameen Foundation USA to reduce poverty by harnessing the power of new information-based technologies for the benefit of the poor. Seattle beat out a number of other U.S. cities to host the center because of its high technology economy and reputation for charitable giving. The center will work to increase access to high technology in poor communities and will use high technology to increase the efficiency of micro-credit programs.

### Hutch Director Lee Hartwell Wins Nobel Prize

Last month, the Nobel Assembly at the Karolinska Institute in Stockholm, Sweden announced that **Dr. Lee Hartwell**, president and director of the Fred Hutchinson Cancer Research Center in Seattle, won the 2001 Nobel Prize in physiology or medicine for his pioneering work in yeast genetics. His insights provided the foundation for understanding how normal cells divide and the mechanisms leading to the uncontrolled growth of cancer cells. Dr. Hartwell shared the honor with the aptly named Paul Nurse and Timothy Hunt, both of the Imperial Cancer Research Fund in London, England. The researchers will receive the award on December 10, the 100th anniversary of the death of Alfred Nobel, after whom the award is named. Dr. Hartwell conducted much of his groundbreaking work at the University of Washington, where he is professor of genetics and adjunct professor of medicine. The University of Washington perennially is one of the top two public institutions receiving federal research funds and is home to a number of Nobel Prize winners. The Fred Hutchinson Center is one of the premier cancer research institutions in the world. Earlier this year, a 102-person delegation from the Greater Seattle area attended a dinner at the Karolinska Institute in Stockholm during the annual study mission program organized by the Trade Alliance and Greater Seattle Chamber of Commerce.





## 10th Anniversary Dinner

As you have seen from this edition and the last three editions' cover stories, this year the Trade Alliance is celebrating its 10th Anniversary. On September 19, our organization and the Greater Seattle trade community celebrated a decade of promoting the Greater Seattle region and its assets and businesses to global markets. The function at Salty's Restaurant on Alki also served as a tribute to **Bill Stafford**, the president of the Trade Alliance during its entire ten years.

**Mic Dinsmore**, CEO of the Port of Seattle, was the master of ceremonies for the celebration which featured past chairs of the Trade Alliance, our current chair **Shan Mullin** and special guests. **George Duff**, former president of the Greater Seattle Chamber of Commerce and one of the founders of the Trade Alliance was the first featured speaker. Duff recalled how the Trade Alliance was conceived on a cocktail napkin in a coffee shop in Guam when a group of Greater Seattleites were returning from an international trip.

**John Getzelman**, the original chair of the Trade Alliance unfortunately was unable to attend due to the transportation problems arising out of the September 11 terrorist attacks. However, the next two chairs of the Trade Alliance, **Gary Severson** and **Joe Masterson** took the capacity audience through the early years of the Trade Alliance. They both talked of their experience on outbound trade missions to

India, Malaysia, Singapore and other parts of the world.

As noted before, the night was both a celebration of the Trade Alliance and, unbeknownst to him, a tribute to the Trade Alliance's one and only president, Bill Stafford. The next two speakers, Snohomish County Executive **Bob Drewel** and vice president at Bank of America **Bill Glassford** specialized in the latter with a fun-filled roast and honoring of the many assets Bill Stafford brings to the Trade Alliance and Greater Seattle community.

The past chair of the Trade Alliance, **Stanley D.**

**Savage** who is president of Commerce Bank, and the current chair, Shan Mullin, partner of Perkins Coie Law Firm, rounded out the evening. Savage provided a check for a vacation trip not to Bill Stafford but to his wife, **Stephanie Stafford**. Seattle City Councilmember **Jan Drago** presented a proclamation from the Mayor of Seattle and Drewel did the same from



### What's a Birthday without a Cake?

Snohomish County. **Betty Jane Narver** presented a proclamation from the University of Washington.

As always, Stafford had the last word, noting that the Trade Alliance is a true partnership. He said its success has hinged on the attributes of the chairs, board members and all the rest who have worked through the Trade Alliance to put Greater Seattle on the map--and in the process, putting the Trade Alliance there as well.

## Company Profile: Miller Nash LLP

A Patron Member of the Trade Alliance

### About Miller Nash

Miller Nash is one of the Pacific Northwest's largest and most respected multiservice law firms. In 2001, our firm was ranked one of the Northwest's best by Corporate Board Member magazine. The magazine surveyed 32,500 members of corporate boards across America, asking them what firms they most admired nationally and in their own hometowns.

**Our ever-expanding local, national, and international network of resources enables us to offer comprehensive, creative, and innovative service.** We serve a wide range of leading businesses, nonprofit organizations, public entities, and individuals. Our clients work in a variety of industries important to our region, including agriculture, banking, biotechnology, communication, construction, education, energy, food processing, forest products, government, health care, high technology, manufacturing, real estate development, retail, shipping, transportation, and utilities.

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**Our clients work in a variety of industries important to our region, including agriculture, banking, biotechnology, communication, construction, education, energy, food processing, forest products...**

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### A "somehow, some way" approach to legal business.

We are trusted business advisers who can creatively discuss business issues, assess risk, and suggest ways to best steer a profitable business path. We provide

our clients with customized, diligent service for their entire enterprise.

### Our Attorneys

We have more than 150 attorneys to serve you through our offices in Portland, Oregon and Seattle and Vancouver, Washington.



Our attorneys are hired not only for their legal knowledge and academic excellence but also for their experience in specific areas of business. Projects may be handled by an individual attorney or by a team, depending on what a client wishes and requires. In either case, we can provide our clients with nearly any legal services they need.

### Support Systems and Communications

Miller Nash's attorneys and support staff work together to provide comprehensive services. Our support staff includes legal assistants, secretaries, word processors, editors, and experts in accounting, business development, computers, and graphics, as well as a nationally known legal writing expert.

### All of our offices have full-service information capabilities.

Our wide-area computer network, Internet e-mail, and facsimile equipment allow rapid communication with our clients and between our offices.

*For further information about our firm, please contact our client services department in Seattle at (206) 622-8484 or in Portland (503) 224-5858, or visit our web site at [www.millernash.com](http://www.millernash.com).*

## Company Profile: The Commerce Bank of Washington, N.A.

A Patron Member of the Trade Alliance

*“Local entrepreneurs and professionals are the backbone of our community. The Commerce Bank of Washington is dedicated to enriching local businesses and professional firms by providing them and their principals with highly personalized banking from experienced bankers committed to long-term banking relationships.”*

At The Commerce Bank we believe that providing exceptional service to our clients is the single most important function we perform in our role as bankers.

We really listen to our clients. Our Relationship Managers are experienced bankers who actively take an interest in our clients’ businesses and know when to offer an innovative answer and also when to recommend a more conservative approach.

### THE COMMERCE BANK OF WASHINGTON

*The bank for business.*

We pride ourselves on our flexibility and responsiveness in making every effort to meet your needs. We understand that each relationship is unique and requires special handling—we do not subscribe to the “cookie cutter” approach to banking. At The Commerce Bank, you’ll enjoy personal, quality service delivered by an experienced and responsive banker.

#### Interest in Our Clients

It’s hard to get to know a client’s business from a desk at the bank and even more difficult to develop the insights where crucial financial recommendations can be considered with confidence. Our bankers spend more time at their client’s offices than in the bank. We’re “on-site” bankers because only through

a close relationship between the client and the banker can the banker understand the client’s problems and opportunities. As a result, our bankers tailor solutions based on our in-depth knowledge of your business and our understanding of your unique needs. We believe that the best credit decisions are based on knowing the people as well as the numbers.

#### Timely Decisions

One of the most common complaints about banks is they often take so long to respond that their clients miss once-in-a-lifetime opportunities. Our structure at The Commerce Bank assures a fast turnaround. We have no bureaucracy. As a locally managed bank, the decisions are made here in Seattle by people you have direct access to and will get to know.

Even more importantly, by giving our bankers responsibility for becoming intimately knowledgeable about your business, we’re able to make much more accurate assessments of your banking requests. We employ only senior bankers who have the ability to play a major role in recommending the financial solutions you may need to pursue.

#### Experience

Local companies need sophisticated financial advice and counsel. Often, they are presented with an exceptional opportunity or may confront problems that require more than an “off-the-shelf” solution. Our bankers are regarded as senior professionals, with 25 years of banking experience to draw on. Their rich backgrounds provide our bankers with the real world skills and sophistication to become valuable advisors to their clients.

*“We’ve always felt that banking should be about people. As bankers, the most important thing we can do is invest in getting to know the people who run the businesses we are responsible for. The only way to do that is on their terms, at their place of business.”*

For more information, contact Kathy Cleere at 206-292-4604 or [kathyc@tcbwa.com](mailto:kathyc@tcbwa.com).



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TRADE  
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*of*  
GREATER  
SEATTLE

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**The Trade Development Alliance of Greater Seattle** is a partnership of the **City of Seattle, Port of Seattle, City of Everett, Metropolitan King County Government, Snohomish County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

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